

**ORDER**

KSNV

**Orders**

Order / Rev: 103575  
 Alt Order #: 06829900  
 Product Desc: HELLER FOR SENATE  
 Estimate: \_\_\_\_\_  
 Flight Dates: 08/29/12 - 09/04/12  
 Original Date / Rev: 06/26/12 / 09/07/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

**Agency**

Name: Strategic Media Services, Inc.  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
3299 K St. NW  
Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: Heller, Dean for U.S. Senate *revised*  
 Demographic: A35+  
 Product Codes: PLC01  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:05:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/04/12	50	\$36,425.00	\$30,961.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	50	\$36,425.00	\$30,961.25	0.00
<b>Totals</b>	<b>50</b>	<b>\$36,425.00</b>	<b>\$30,961.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	23%	\$36,425.00
Market	100%	\$158,369.57

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$57,013.04
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$28,506.52
KTUD	1%	\$1,583.70
KVVU	15%	\$23,755.43
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,085.87

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/29/12	08/31/12	M-F 5-6a WakeUp w/Wa@M	5-6a		--WTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--			3			\$400.00		0.00			

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Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/29/12	08/31/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$400.001		0.00	NM	3	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					3	\$400.00		0.00			
E 2	KSNV	09/03/12	09/04/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	2	\$400.001		0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----					2	\$400.00		0.00			
E 3	KSNV	08/29/12	08/29/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	--W----	:30	1	\$700.001		0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--W----					1	\$700.00		0.00			
E 4	KSNV	09/03/12	09/03/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.001		0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$700.00		0.00			
E 5	KSNV	09/04/12	09/04/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$1,400.001		0.00	NM	1	\$1,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----					1	\$1,400.00		0.00			
E 6	KSNV	08/30/12	08/30/12	Today Show Today Show	CM	658a-9am	---T---	:30	1	\$1,400.001		0.00	NM	1	\$1,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$1,400.00		0.00			
E 7	KSNV	08/29/12	08/31/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	--W-F--	:30	2	\$500.001		0.00	NM	2	\$1,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--W-F--					2	\$500.00		0.00			
E 8	KSNV	09/04/12	09/04/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	-T-----	:30	1	\$500.001		0.00	NM	1	\$500.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----					1	\$500.00		0.00			
E 9	KSNV	09/03/12	09/04/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	-T-----	:30	2	\$325.001		0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----					2	\$325.00		0.00			
E 10	KSNV	08/29/12	08/31/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$325.001		0.00	NM	3	\$975.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					3	\$325.00		0.00			
E 11	KSNV	08/30/12	08/31/12	Noon News Noon News	CM	12-1230pm	---TF--	:30	2	\$425.001		0.00	NM	2	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---TF--					2	\$425.00		0.00			
E 12	KSNV	09/03/12	09/04/12	Noon News Noon News	CM	12-1230pm	-T-----	:30	1	\$425.001		0.00	NM	1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----					1	\$425.00		0.00			
E 13	KSNV	09/03/12	09/04/12		CM	5-630p	MT-----	:30	4	\$1,000.001		0.00	NM	4	\$4,000.00



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 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	-----S-					1	\$350.00		0.00			
E 23	KSNV	09/01/12	09/02/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----SS	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	-----SS					2	\$650.00		0.00			
E 24	KSNV	09/02/12	09/02/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	-----S					1	\$625.00		0.00			
E 25	KSNV	09/02/12	09/02/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	-----S					1	\$400.00		0.00			
N 26	KSNV	08/29/12	08/29/12	Noon News Noon News	CM	12-1230pm	--W----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	--W----					1	\$425.00		0.00			
N 27	KSNV	08/29/12	08/30/12	Wheel of Fortune in PRIME Wheel in Prime	CM	M-SA 8-11p / SUN	--WT---	:30	2	\$1,000.00	1	0.00	NM	1	\$1,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	--WT---					1	\$1,000.00		0.00			
N 28	KSNV	08/29/12	08/30/12	Face to Face in PRIME Face to Face in PRIME	CM	8-11pm	--WT---	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	--WT---					2	\$800.00		0.00			
N 29	KSNV	09/03/12	09/04/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MT-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	MT-----					1	\$325.00		0.00			
													Totals	50	\$36,425.00